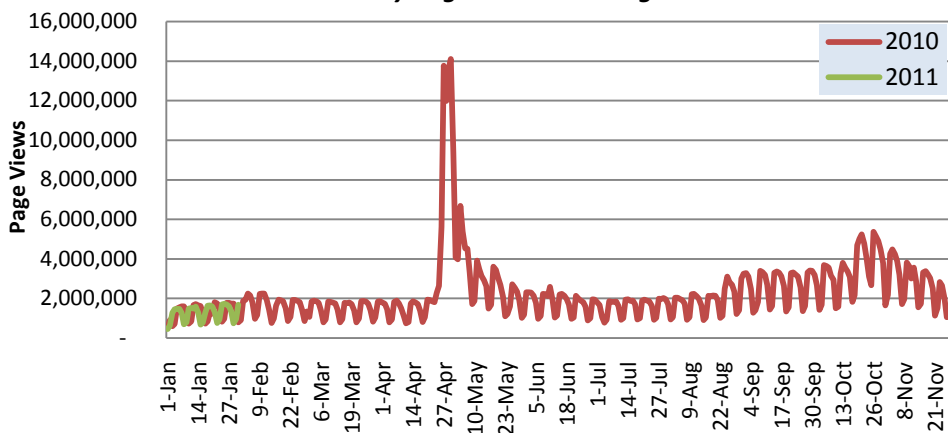


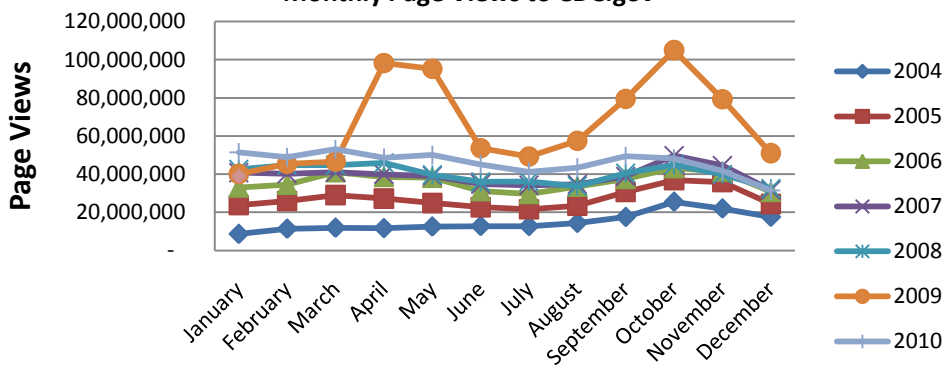
CDC.gov Metrics: January 2011

CDC.gov

Daily Page Views to CDC.gov



Monthly Page Views to CDC.gov



Most Popular Topic Pages on CDC.gov
(January 2011)

- | | |
|------------------------------------|---|
| 1. BMI Calculators | 7. Sexually Transmitted Diseases (STD) Homepage |
| 2. Traveler's Health/CDC | 8. HPV - STD Facts |
| 3. Chlamydia | 9. Genital Herpes – STD info from CDC |
| 4. Genital Herpes – CDC Fact Sheet | 10. Vaccines: Pubs/VIS/mainpage |
| 5. Destinations/CDC | 11. Seasonal Influenza (Flu) |
| 6. Vaccines – Child Schedule | 12. Where to write for Vital Records - Homepage |

Top CDC.gov Search Terms (January 2011)

CDC.gov Search

- | | |
|--------------|-------|
| 1. Influenza | 6,020 |
| 2. HIV | 5,756 |
| 3. MRSA | 5,446 |
| 4. VIS | 5,060 |
| 5. Malaria | 5,040 |

External Search

- | | |
|--------------|---------|
| 1. CDC | 278,148 |
| 2. Herpes | 157,303 |
| 3. Chlamydia | 111,445 |
| 4. HPV | 88,760 |
| 5. Gonorrhea | 63,299 |

Google Trends (health-related searches)

- | | |
|-------------|----|
| 1. you | #1 |
| 2. dr | #2 |
| 3. heart | #3 |
| 4. caf | #4 |
| 5. diabetes | #5 |

*Top search terms include keywords used on the CDC.gov search engine and external sites. Google Trends reflects the keywords people are searching for on a daily basis and provides insights into broad search patterns. Misspellings are intentional and reflect actual search terms.

Top Health Sites*

Government, Commercial and Non-Profit (December 2010)

- | | |
|-----------------------|------------------|
| 1. WebMD.com: | 14.184M visitors |
| 2. NIH.gov: | 8.78 M visitors |
| 3. Nlm.nih.gov | 6.39M visitors |
| 4. Mayoclinic.com: | 6.32 M visitors |
| 5. Drugs.com | 5.77 M visitors |
| 6. Ncbi.nlm.nih.gov | 3.94 M visitors |
| 7. Weightwatchers.com | 3.02 M visitors |
| 8. CDC.gov | 2.08 M visitors |
| 9. Medscape.com: | 2.08 M visitors |
| 10. Kidshealth.com | 1.98 M visitors |
| 11. Mercola.com: | 1.51 M visitors |
| 12. Menshealth.com: | 1.46 M visitors |

*The unique visitor data for Top Health Sites is compiled from external sources such as Alexa.com and Compete.com and is only available on a monthly basis. Some data cannot be retrieved without additional functionality enabled.

For More Information: www.cdc.gov/metrics/



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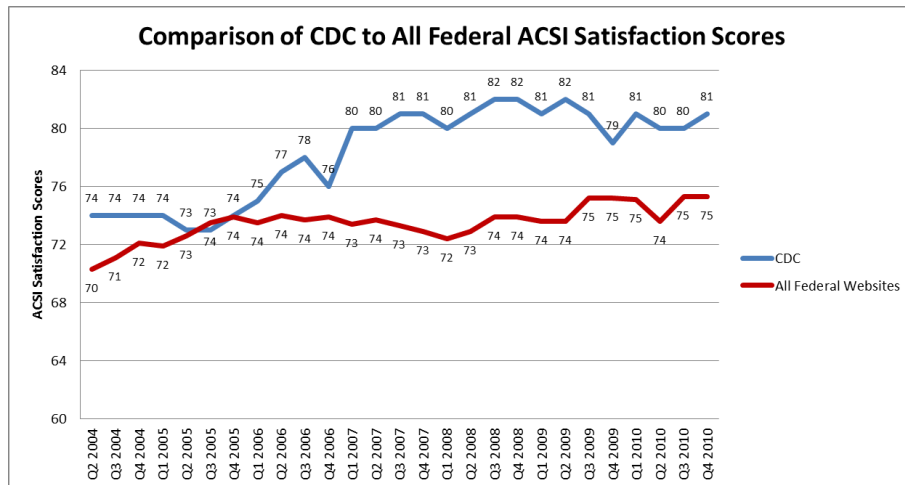
CDC.gov Metrics: January 2011

CDC.gov User Satisfaction and Demographics

CDC.gov User Satisfaction

January 2011 = 81

N = 3,397



Key Facts About User Satisfaction

January 1, 2011 – January 31, 2011

N = 3,397

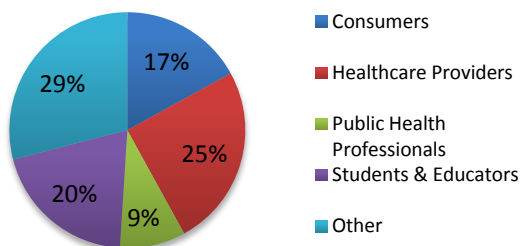
- **Social Media Usage:** Visitors to CDC.gov who interact with CDC's social media are **2 points more satisfied** (82) than those who do not (80).
- **Likelihood to Change Behavior:** Users who are likely or very likely to make improvements to their health are **7 points more satisfied** (85) than those who are not likely to change their behaviors (78).

CDC.gov User Demographics

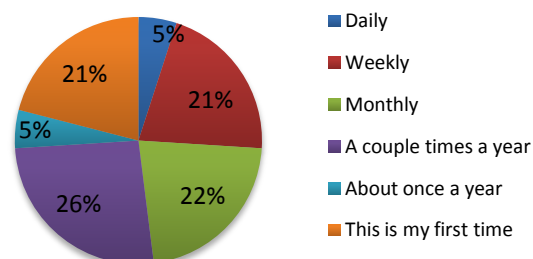
January 1, 2011 – January 31, 2011

N = 3,397

Roles of CDC.gov Users



Frequency of Using CDC.gov Users

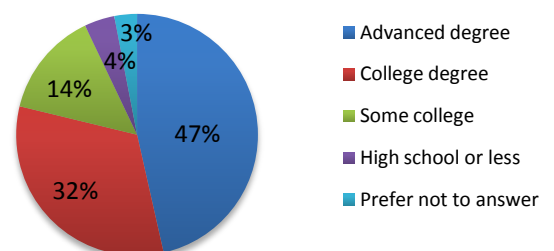


About CDC.gov Users

Most visitors to CDC.gov are women (69%), range in age from 35 to 64 years old (70%), and have a college or advanced degree (78%).

About half of CDC.gov users (48%) are regular users returning daily, weekly or monthly; the remaining visitors are new users.

Education Level of Visitors to CDC.gov Users



For More Information: www.cdc.gov/metrics/



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